

**UTAH OFFICE OF TOURISM  
BOARD MEETING AGENDA**

**Friday, September 14, 2018 – 10:00 am – 12:00 pm  
Cedar Breaks Lodge – Aspen Room  
223 Hunter Ridge Drive  
Brian Head, UT 84719**

- 1. Welcome & Introductions: Lance Syrett, Chair - (10:00 am)**
- 2. Approval of Minutes - (10:20 am)**
- 3. Managing Director Report: Vicki Varela - (10:25 am)**
- 4. Marketing Committee Report: Dave Williams (10:35 am)**
  - **TMPF budget adjustment**
  - **Fall 3-season media buy approval**
  - **Brian Head Long-Form Video**
- 5. UTIA Update: Sara Toliver - (11:35 am)**
- 6. New Business/Public Comment - (11:45 am)**

**Meeting adjourned – The next board meeting will be held October 9, 2018 in conjunction with the 2018 Tourism Conference in Salt Lake City, UT.**

**UTAH OFFICE OF TOURISM GOALS**

- 1. Create Global Brand**
- 2. Strengthen partnerships with industry**
- 3. Improve customer experience**
- 4. Engage Utah leaders and citizens in our success**
- 5. Use film as a billboard for our state**